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**FOR IMMEDIATE RELEASE**

**ARRI to attend NAB Show 2017 in Las Vegas**

- **Significant worldwide convention for the media and technology industries**
- **Presentation of technical developments in Camera Systems and Lighting**
- **Launch of new Edition of ARRI News**

**(April 19, 2017; Munich, Germany)** – ARRI is pleased to announce its grand presence at NAB this spring in Las Vegas, USA. As one of the largest and most important tradeshows in the broadcast industry, NAB is also one of the annual highlights in the ARRI calendar. Executive Board Member, Dr. Jörg Pohlman comments: “NAB is such an exciting and important venue for us and our partners worldwide. ARRI is looking forward to a productive and lively week full of inspiring talks and technological insights.”

NAB will take place at the Las Vegas Convention Center from Monday, April 24 to Thursday, April 27, 2017 and the ARRI booth will be located in the Central Hall, booth no. C7925. ARRI will be sponsoring various events for clients and partners during the show.

At the show, visitors can get up-close and personal with the myriad of award-winning products and services ARRI has to offer the industry. Again, this year, ARRI will be introducing a number of important technical advances to its customers and partners at NAB. ARRI’s ALEXA SXT camera goes wireless in 2017, therefore becoming the company’s first entirely wireless professional motion picture camera system. Furthermore, ARRI will be presenting Software Update Packages for their AMIRA and ALEXA Mini cameras. The new ARRI Look Library, an innovative new feature in these updates, establishes a standardized repertoire of looks making it easier than ever for cinematographers to work with a variety of looks during production. ARRI will also present new Pro Camera Accessories at NAB. ARRI lighting has also made great strides in 2017. The already popular SkyPanel family of LED soft lights with its third major firmware update will be on display along with a new high-speed ballast.



Stop by the ARRI booth and pick up the latest NAB 2017 edition of ARRI News. Our bi-annual publication provides readers with insight into current company news and products, while bringing personal user stories to the forefront.

ARRI products will also be featured at other booths during NAB. Our cameras, lenses, and accessories have been lent out to a variety of important vendors including Canon, Filmlight, and ZEISS.

For this year's NAB show, ARRI is looking forward to many productive exchanges with its trusted partners and friends and is eager to inspire future industry enthusiasts.

**About ARRI:**

Arnold & Richter Cine Technik (ARRI) is a global company within the motion picture media industry, employing around 1,300 staff worldwide. In 2017 ARRI is celebrating its centenary, having been founded in 1917 in Munich, Germany, where the headquarters is still located today. Other subsidiaries exist in Europe, North and South America, Asia, and Australia.

The ARRI Group consists of five business units: Camera Systems, Lighting, Media, Rental, and Medical. ARRI is a leading designer and manufacturer of camera and lighting systems for the film and broadcast industry, with a worldwide distribution and service network. It is also an integrated media service provider in the fields of postproduction and equipment rental, supplying camera, lighting, and grip packages to professional productions. ARRI Medical focuses on the use of core imaging technologies for surgical applications.

The Academy of Motion Picture Arts and Sciences has recognized ARRI's engineers and their contributions to the industry with 19 Scientific and Technical Awards.

For locations and more information please visit [www.arri.com](http://www.arri.com).